

## BUSINESS

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one of the business advantages to the superior advantage given THE WASHINGTON EVENING STAR as an medium. The sworn statements of its circulation for the week to week connection with the daily paper is the most striking mandement the steady growth of the paper in circulation and the fact that it is the largest newspaper that THE STAR is the largest advertisement, not only in the United States, *wherever it is*. This claim is based and the fact that no city in any country is covered by the daily paper as the paper as the city of Washington by that EVENING STAR; and it does not rest on the fact that the character of circulation is its low cost, but the fact of any daily paper printed, in proportion, but it is also the best, since the paper merely go into the hands of the people, and the fact that the paper, into the families of all conditions those of the money-spending as money-winning portion of the community, and the fact that the paper can be named. By reason of the freshness and reliability of its news,

and public questions, and especially of its interest in the domestic interests, and its close attention to which the household, and particularly its members, are concerned, THE STAR are recognized and admitted to be, in the leading and favorite newspaper capital, alike in the counting-room, and the family circle.

Exclusive evidence on these points no longer exists, and it is only by tabulating the growth of circulation, that an independent analysis (following, clearly, the method which the paper is held by the community) shows that its interests it is so steadfastly devoted to, will be seen that, in the number of copies, every month in the year 1888 shows

	1885.	1886.	1887.	1898.
20,456	23,388	25,470	26,386	
22,098	24,321	26,280	27,161	
23,549	25,724	26,009	27,490	
25,572	24,597	25,575	27,166	
27,474	24,359	25,743	26,722	
31,933	33,902	35,116	37,453	
31,406	33,186	34,576	36,363	
31,445	32,364	34,559	34,231	

..	22,680	22,505	24,805	25,323
..	21,497	21,701	24,507	25,946
..	22,049	23,651	25,697	28,814
..	23,000	24,657	26,466	26,752
..	22,123	23,682	25,454	27,082
..	1,559	1,803	1,595	

aggregate daily circulation of 27,082 books of the office show that an average of 1,559 copies were regularly delivered each morning, at the homes of permanent subscribers and city and suburbs. Of the remainder, 25,454 were sold at the office, in the city and railway stations, etc., and on the

to the 20,029 copies daily delivered to subscribers, a large proportion of otherwise disposed of in the city is regathered by permanent residents, living &c. (not householders), while the residue is handed to transient visitors from the country, who each year come to the capital in greater numbers and for longer periods, and who, furthermore, largely repeat to do and purchasing portions of articles to which they respectively belong.

tioned is a class of readers alone well-  
ing; but it is to the phenomenally  
stant local circulation of the paper,  
ally to its unparalleled hold upon the  
and family circle, that the attention of  
is particularly directed.

It reaches almost every family in the city, and it reaches every man by more persons of the population who are able to follow, therefore, that an advertisement in its columns will meet the eye of the man in the District West reaching, of course, creed, sex, age, & condition in life. It remains to be said, for the information of the advertiser, that in proportion to the number of persons in the city, the rates of advertising in THE STAR, whether transient or for long time, are with it very low in the United States, taking both the rates and the circulation into consideration, it may be claimed that so much as such an expenditure of publicity can be made for so small a money.

**"Trial by Peers."** Information of those not familiar with a few extracts from *News* by its contents, called out by its recent change in appearance:

*Washington Post.*  
SITUATE THE STAR ON ITS GREAT TOSPERITY.  
After evening newspaper in Antislavery State  
Philadelphia Ledger.

The *Washington Star* has marked the thirty-year anniversary of its present management by a double sunset, or, rather, two simultaneous improvements that have been made in the paper. The first is a change in the name, from *Washington Star* to *Washington Star and Evening News*. The second is a change in the paper's content, from a single sheet to a double sheet.

[illegible]

the *Evening Star* appeared last night with the masthead slogan: "First, liberate it or peremptorily no an eight-page paper as long, about one of the national capital's interest," said in the new form it will, without increasing in circulation and worth.

**Water (Pa.) Times.**

There we behold a paper which rewards the the genius, of its controlling spirit with a success that excites the wonder of all its readers. It gives us unimpaired the right to say, is like *Evening Star*, of City.

**Sanapots News.**

A rapid pleasure to note this edition of

This evidence of  
 the DEAN is one of the best and most  
 country, and is a most creditable repre-  
 sentation of the national capital.  
 (Ga.) Telegraph.  
 The DEAN is handsomer than ever, and is  
 a better Washington ever had.  
 Philadelphia Record.  
 THE WASHINGTON EVENING STAR keeps an easy lead  
 over newspapers published in the Federal  
 City.  
 (Maryland.) Daily News.  
 The DEAN is already so excellent that we scarcely see  
 improvement.

is an exponent of progressive journalism, and property are the direct results of its policy. It is the center of the nation's enterprise and patent industry in this country. It is a daily paper of some of the best.

**State News.**

It is the strongest paper as the national capital that has prospered, and it owes its success to accuracy—the two cardinal virtues. It has been the source of success in the savings bank plenty of news, and it has been the source of success in the stock market, which has been very good.

**John Landmark.**

**THE EVENING STAR** contemporary of the world of gratification to us. It is the source of gratification to us.

**Found (Am.) Sun.**

is the leading paper of the nation.

conserves the liberal patronage it receives from the *Scottish Messenger*. It favored the *Free Press* since its establishment, and its increase in the size of the paper and increasing prosperity. The old making of goods come in small packages, "in resistance, for the larger it gets the better."

Conservative in criticism and entirely re-  
spects the public conscience, and is held in  
esteem.